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**NORTH SUBURBAN
YMCA**
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FOR IMMEDIATE RELEASE

YMCA Lose to Win Program Continues to Change Participants' Lives

Northbrook, IL: September 2015 – The North Suburban YMCA will launch a new Lose to Win weight loss challenge on September 21, a comprehensive 12-week program to help participants get healthy and fit. “Lose to Win – Fall Into Fitness” will include intensive personal training, group exercise classes, and nutritional counseling to maximize weight loss and support lasting results. Participants gain extra motivation from friendly competition, with valuable prizes going to those who lose the greatest percentage of their starting weight.

The new Lose to Win challenge runs from September 21 to December 12. The package includes six hours of personal training, twelve hours of small group exercise, a group nutrition education class, and three hours of private health counseling. At the end of the session, participants who lose the highest percentage of their starting weight will be awarded valuable prizes: first place earns three months of free Y membership, second place earns one free month, and third place earns one month.

Past participants in Lose to Win are enthusiastic about the changes the program has made in their lives. [Howard Schultz](#), the CEO/President of the NSYMCA, was one of the first recruits in the winter of 2015 and has maintained his improvements with the passing months. “I’m 27 pounds lighter and I am feeling better than ever before. Not only did I lose weight, but my blood sugar has dropped significantly and my back and knees no longer hurt,” says Schultz. “The NSYMCA’s professional staff have given me the tools to maintain a healthier lifestyle with a common sense approach to nutrition and exercise.”

Craig Besant of Northbrook, who lost over 40 pounds in the program, credits the combination of group support and personalized guidance. “The holistic approach, one-on-one nutrition help, group classes, and weekly weigh-ins held me accountable,” notes Besant.

Registration is now open for the “Win to Lose—Fall Into Fitness” Fitness Challenge. All programs are held at the North Suburban YMCA, 2705 Techny Road in Northbrook. For more information, view Y CEO Howard Schultz’s [“Before and After” video here](#) and visit www.nsymca.org.

About the North Suburban YMCA

The YMCA is a not-for-profit entity and relies on donations to make services available for all families and individuals in its 15-city region. All board members are volunteers, who donate their time, talents and financial resources. Located at 2705 Techny Road in Northbrook, the YMCA has served the northern suburbs of Chicago for over 45 years. The Y is about youth development, healthy living, and social responsibility, providing programs and services that address the needs of our diverse community and are accessible to all. For more information or to make a donation, contact Barb Flanagin at 847-272-7250 or bflanagin@nsymca.org, or visit www.nsymca.org.



Photo Caption: The NSYMCA "Lose to Win" Challenge finalists from January 2015 display their before and after photos. The Y's "Lose to Win" program starts again September 21. For more information visit nsymca.org